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# Thilini Abeywardena

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## PROFILE

Highly creative and multi-talented Marketer with nearly eighteen years of experience in Multimedia, Digital/Hospitality Marketing and Instructional Designing; Passionate about Marketing, Social Commerce and Advertising; Capable of working as a persuasive and effective team member; Innovative and capable of integrating Digital marketing strategy that focused on conversions, loyalty, growing emotional brand connection and online reputation via Social media, Print media, Email, Web and Mobile; Detail-oriented, good copy and visual storyteller; Analytical, demanding strong communication and negotiation skills, solidify customer relationships; Experienced in dealing with different cultures and nationalities.

## SKILLS

- Digital Strategy and Social Commerce
- Video/ Image Editing & Presentation
- Content Creation and SMM
- Interpersonal & Communication Skills
- Visual Creativity & Designing
- Branding & Web Analytics
- Multicultural Understanding
- Relationship Management

## EXPERIENCE

### *Freelance Business Consultant (Contract Basis and Drop Servicing)*

Sep 2019 – To Date

- Working closely with digital nomads and influencers.
- Content Creation and SMM – Task basis in various minor/ short-term projects through the network.
- Business Analyst (Business Analysis and Tech writing for FinTech projects) – Hitachi Digital Payments (Pvt) Ltd.
- Administrative Manager (Secretarial and Administration tasks) – Chefs Guild of Lanka.
- Coordinating Culinary Training Programmes, handling communication and assisting to organize Supreme Chef Culinary Competition with S4IG (Skills for Inclusive Growth) Australian Aid funded community project.
- Business Development Manager (Social Commerce and SMM) – LC Polo and LCY Polo Sri Lanka.
- Business Consultancy to upgrade the online reputation of Cloud AccBook (Pvt) Ltd.
- Assisting an app development project via my network.

### **Mahaweli Reach Hotel, Kandy, Sri Lanka - Senior Sales and Marketing Executive**

Nov 2017 - July 2019 <https://www.mahaweli.com/>

- Development and implementation of hotel marketing plans, marketing and public relations strategies to promote revenue growth generation among key targeted segments and support the hotel's brand positioning and image.
- Managing the Hotel Social media accounts. Drive brand awareness, consumer engagement and traffic to all Social media pages and Website by creating interactive, innovative posts.

- Coordinating with the leading Business Chambers and Foreign Consulates on behalf of the organization.
- Creating viral campaigns, promotions and competitions.
- Executing Direct booking campaigns and leveraging referral traffic.
- Working closely with publishers, bloggers, vloggers, journalists and influencers.
- Coordinating the web updating process.
- Prepare Status/Performance reports on Social media efforts and success rates.
- Planning and executing the Sustainability Development and CSR projects.

### **Amaran Group, Colombo, Sri Lanka - Marketing and Communication Manager**

Dec 2016 - Nov 2017 <http://www.amaranaesthetic.lk/>

- Strategising and executing Offline/Online Marketing campaigns.
- Promotions and public relations.
- Coordinating with the leading Business Chambers and Foreign Consulates on behalf of the organisation.

### **Galadari Hotel, Colombo, Sri Lanka - Sales and Marketing Executive**

Dec 2015 - Dec 2016 <http://www.galadarihotel.lk/>

- Manage and implement tactical promotions and offers to drive incremental revenue.
- Engage in public relations and digital marketing.
- Build rapport with corporate clients.

### **Zone24x7 (Pvt) Ltd, Colombo, Sri Lanka - Associate Business Analyst**

Mar 2015 - Dec 2015 <https://zone24x7.com/>

- Business Analysis and Technical Writing.
- Projects: Utel Systems – Technical specifications, STINGA Alarm Viewer and Performance Analyzer, Quick Verification and Validation (QV2), Remote Cheque Deposit System, Kohl's KUBE Pilot, Kohl's Department Store Applications, HR Process Management System.

### **August Solutions &ArtyWiz - Entrepreneur**

Aug 2008 – May 2010 and Aug 2010 to Feb 2015

- Handling online/ offline Marketing promotions for a diverse range of brands.
- Event planning and management.
- Technical/ Content development.

### **Exetel Communications (Pvt) Ltd, Colombo, Sri Lanka - Technical Writer**

May 2010 - Aug 2010 <https://www.exetel.com.au/>

- Creating the WIKI help.
- Online product demo production.
- Formatting the Technical Support emails with graphical instructions.
- User guide development

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## **Mubasher Development Centre in Sri Lanka - *Functional Specialist***

Aug 2007 – Aug 2008 <https://www.mubasherfs.com/>

- Producing functional specifications, marketing content, manuals and online help.
- Developing, editing, proofreading and formatting documents.
- Delivering product presentations. Developing product demos.
- Projects: Mubasher Pro, Pro.NET, MPro. PDA version, Trade webs for Egypt, Oman, Dubai, Kuwait and Qatar, Web Portal – Dubai, IPO and Order Management System.

## **European Union (Project on Skill Development for Effective Corporate Governance and Intersectoral) - *Research Assistant/Secretary***

May 2006 – Feb 2007 [https://eeas.europa.eu/delegations/sri-lanka\\_en](https://eeas.europa.eu/delegations/sri-lanka_en)

- Coordinating the project communication and secretarial tasks.
- Coordinating the web developing process and project database.
- Research tasks, preparing documents and reports.

## **Proporta Development Centre, Sri Lanka - *Customer Support Manager***

Dec 2004 – Apr 2006 <https://www.proporta.com/>

- Customer support and administrative tasks.
- Market research and analysis.
- Developing manuals/assigned databases, web pages and documentation.
- Assisting online marketing promotions, E-marketing activities.
- Projects: Proporta, Yadabyte, MondoPondo, Tome Raider, News Raider (PDA, PC)

## **PROFESSIONAL QUALIFICATIONS**

### **British Computer Society (BCS) - *Professional Membership***

2004 – 2007 <https://www.bcs.org/>

- Professional Graduate Diploma - Management Information Systems, Systems Design Methods, User Interface Design, Web Engineering
- Diploma – PRISS (Core module), Systems Analysis/Design, Internet, World Wide Web

## **PROFESSIONAL COURSES**

2013 University of Cambridge ESOL - Teaching Knowledge Test (TKT) – Band 3

<https://www.cambridgeenglish.org/teaching-english/teaching-qualifications/tkt/>

- Module 01 – Language and Background to language learning and teaching
- Module 02 – Lesson planning and use of resources for language teaching
- Module 03 - Managing the teaching and learning process

2011 International English Language Testing System (IELTS) Academic – Band 7

2004 Certified Internet Webmaster (CIW) – IDM Interactive Training Division.

2003 National Computer Center (NCC) United Kingdom – International Diploma in Computer Science

<https://www.nccedu.com/>

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Business Communication, Business Organization, Computer Technology, Systems Development, Web Development, E-commerce, Multimedia, Structured Programming Methods, Java  
2001 Diploma In Graphic Designing – Wijeya Graphics (Pvt) Ltd, Sri Lanka.

## REFERENCES

Mr. Dilan Rajapakse

General Manager of Vital Hub Innovations Lab (B Sharp) | Member of the SLASSCOM General Council |  
Visiting Lecturer

<http://vitalhub.lk/>

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Mr. Amila Jayasooriya

MComp (NUS), B.Sc. EngHons (Moratuwa)

Senior Lead Software Engineer

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Mr. Sampath Siriwardena

General Manager

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